

**Electronic Patent Application Fee Transmittal**

<b>Application Number:</b>	09917792			
<b>Filing Date:</b>	31-Jul-2001			
<b>Title of Invention:</b>	Computerized system and method for increasing the effectiveness of advertising			
<b>First Named Inventor/Applicant Name:</b>	Alan D. Gould			
<b>Filer:</b>	Daniel J. Glitto/Kathleen Callahan			
<b>Attorney Docket Number:</b>	50442.010200			
Filed as Large Entity				
<b>Utility under 35 USC 111(a) Filing Fees</b>				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
<b>Basic Filing:</b>				
<b>Pages:</b>				
<b>Claims:</b>				
<b>Miscellaneous-Filing:</b>				
<b>Petition:</b>				
<b>Patent-Appeals-and-Interference:</b>				
<b>Post-Allowance-and-Post-Issuance:</b>				
<b>Extension-of-Time:</b>				
Extension - 1 month with \$0 paid	1251	1	130	130

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
<b>Miscellaneous:</b>				
Submission- Information Disclosure Stmt	1806	1	180	180
<b>Total in USD (\$)</b>				<b>310</b>